

UC Small Farm Program Agritourism Webinar Series

Social Media

Kristin York - Instructor

June 2, 2016



Social Media Landscape

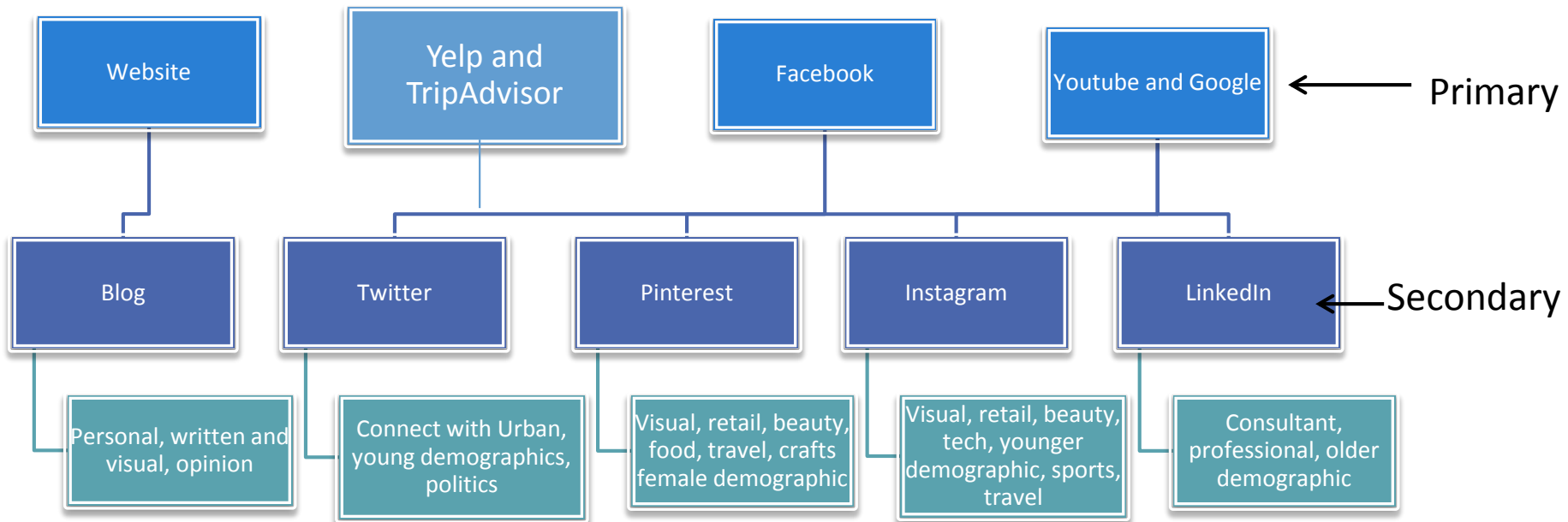
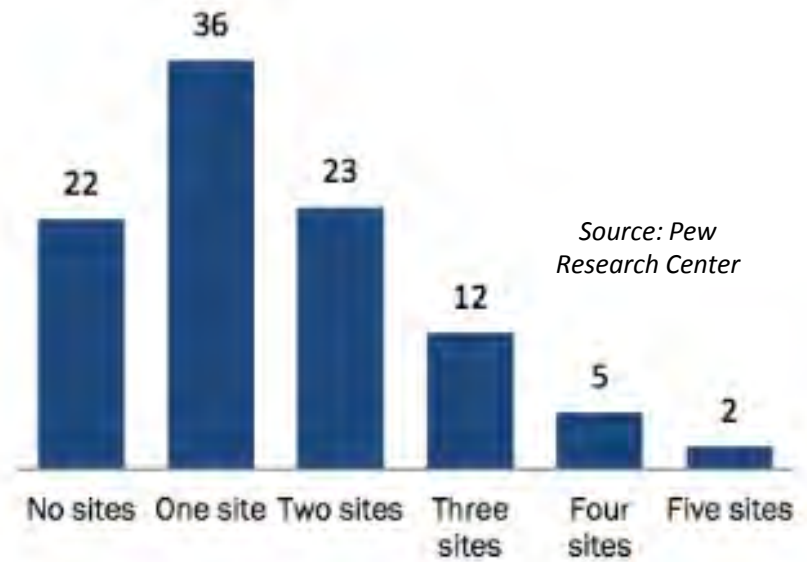


What happens in an INTERNET MINUTE?



Where to Start

4



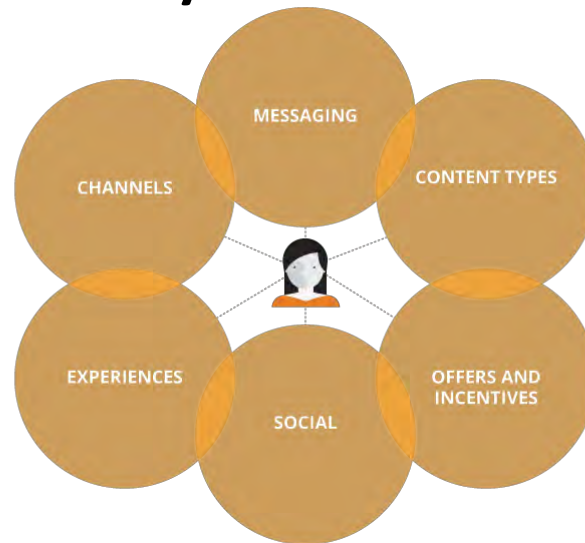
Key Social Media Strategy

5

Understanding who your customer is

Customer Centric Strategy

putting your customer first and at the core of your business



Social Media for Business

Compelling Website

6

Be Easy to Contact :: MOBILE OPTIMIZED!



[Home](#) [Farm Stays](#) [Meat & Meat CSA](#) [Farm Goods](#) [Winter Availability](#) [Activities & Events](#) [About Us](#) [Blog](#) [Contact](#) [News](#)



Newsletter

Sign up to receive updates.

Email address:

First name:

Farm Stays

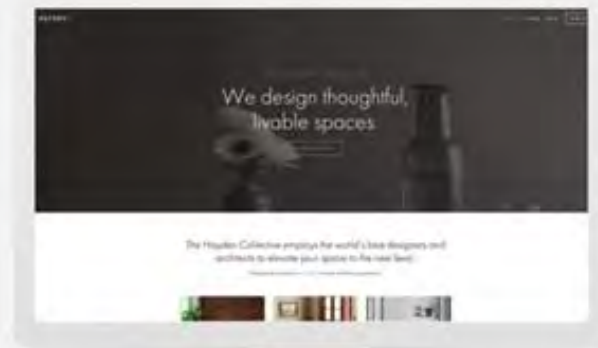
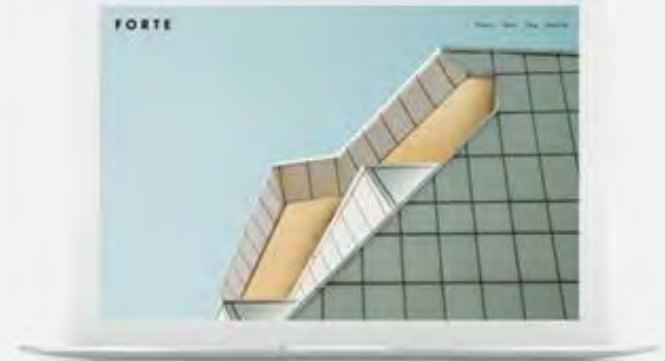
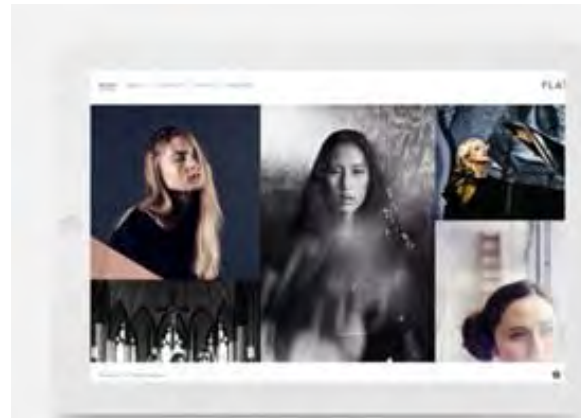
*For an unforgettable experience,
book your vacation at our
Farmhouse Studio, Meadow House,
Furnished Wall Tents, or Tent Site
Campground.*

[\(more\)](#)

Basic Website Platforms

7

- Wix
- Wordpress
- Squarespace
- Weebly
- GoDaddy



Google and YouTube

8

- Creates easy location finder
- Linked with YouTube accounts
- Increase searchability via Google (SEO)
- Google is the MOST prolific search engine by far



Verify business on Google Map

9

□ <https://support.google.com/business/answer/2911778?hl=en>

1. Add or Claim Business
2. Verify Business
3. Get found by customers



Frog Hollow Farm

Website

Directions

4.7 ★★★★★ 12 Google reviews

Farm

Address: 11435 Brentwood Blvd, Brentwood, CA 94513

Phone: (925) 634-2845

Hours: Open today · 7AM–7:30PM ▾

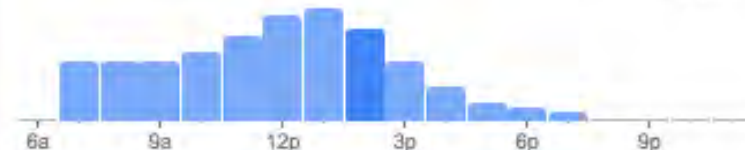
Suggest an edit

Popular times

Wednesdays ▾

Now; Not usually busy

peak



Reviews

Write a review

Add a photo

- J "From the dried fruits to the conserves to the simply succulent fruit."
- L "I know the Autumn Flames are on the way but I am already have peach withdrawls."
- J "Anxiously awaiting the first fruits of the season!"

View all Google reviews

Send to your phone

Send

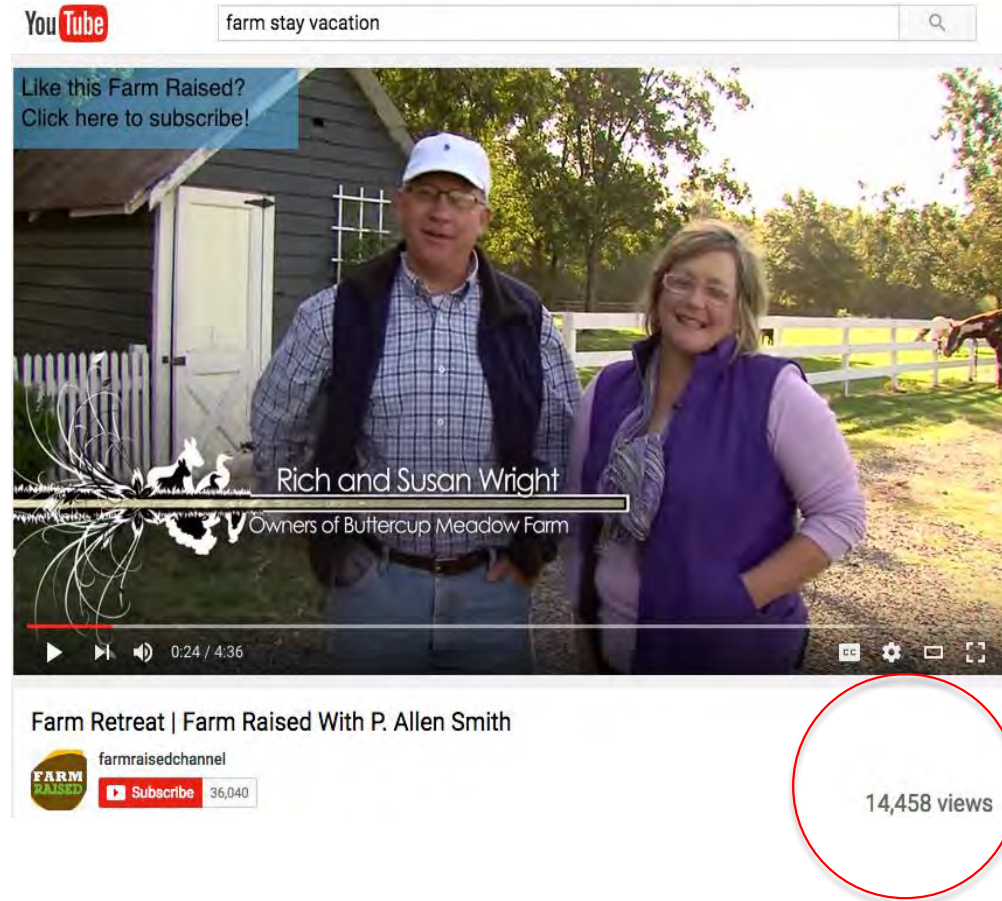


YouTube Best Practices

10

- ❑ Videos should be...
 - ❑ Brief (60-120 seconds)
 - ❑ Creative
 - ❑ Funny
 - ❑ Relatable content

=VIRAL !
- ❑ Share videos everywhere!



ORGANIC | PEACHES
BIG BEAUTIFUL DELICIOUS

Frog Hollow Farm
Farm

Shop Now Like Message ...

Timeline About Shop Free Giveaway! More ▾

Farm · Brentwood, California
4.7 ★★★★★ OPEN

Search for posts on this Page

7,133 people like this
Hilary Hodge and 2 other friends

652 people have been here

Open · 8:00AM - 4:00PM
Get additional info

Invite friends to like this Page

4.7 of 5 stars · 52 reviews
View Reviews

Shop See All

Weekly Farm Box | Orga... \$176.00

Organic Cherries (Pre-O... \$55.00

2016 Summer Sampler (... \$340.00

Status Photo / Video

Write something on this Page...

How to create Business FB Page

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<https://www.facebook.com/pages/create.php>

□ Choose Classification

Local Business or Place	Company, Org, or Institution	Brand or Product
- About - Hours - Contact	- Address - Price Range - Parking	- Founded - Address - Mission - Products - Awards
Artist, Band, or Public Figure	Entertainment	Cause or Community
- Affiliation - Birthday - Biography	- Address - Interests - Gender	- Release Date - About
		- Cause Type - Description - Cause Groups

- Fill in basic about information
- Upload profile photo and banner photo

Facebook Best Practices

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Best time to post



Include a link, photo or video and keep brief



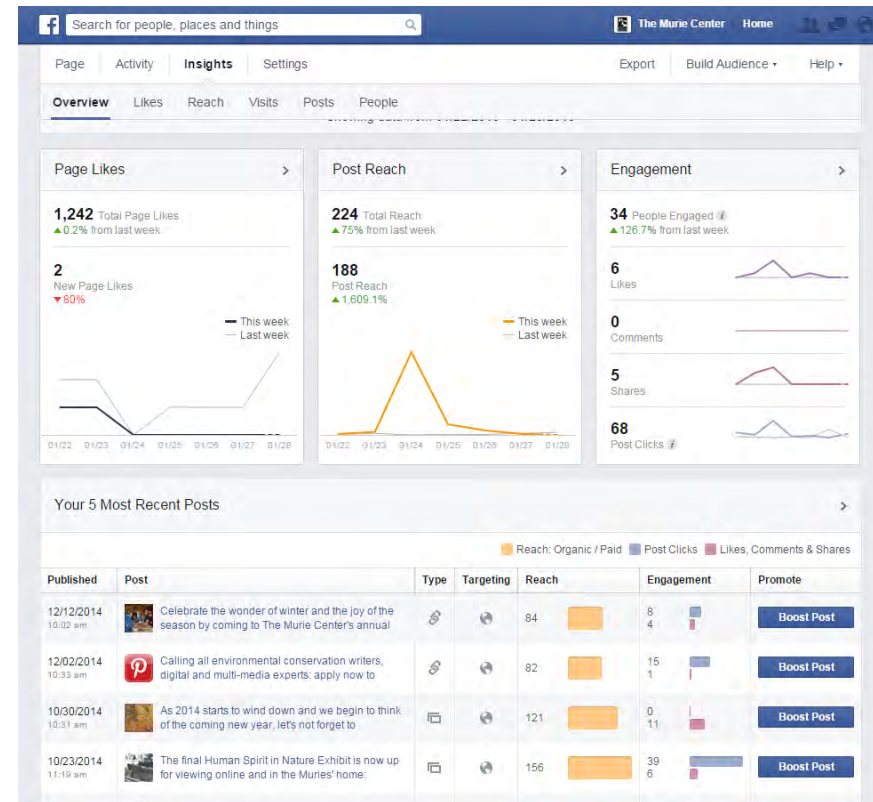
Worst time to post



Facebook Best Practices

14

- ❑ Create a business page
- ❑ Check your Analytics
- ❑ Schedule you posts
- ❑ Use the Tools!
- ❑ Boost Posts & Paid Ads
(*Organic Posts only reach 6% of followers*)





Find tacos, cheap dinner, Max's

Near San Francisco, CA



Sign Up

Home About Me Write a Review Find Friends Messages Talk Events

Log In

Willow-Witt Ranch

★★★★★ 6 reviews [Details](#)

★ Write a Review

Add Photo Share Bookmark

Venues & Event Spaces, Bed & Breakfast, Campgrounds [Edit](#)

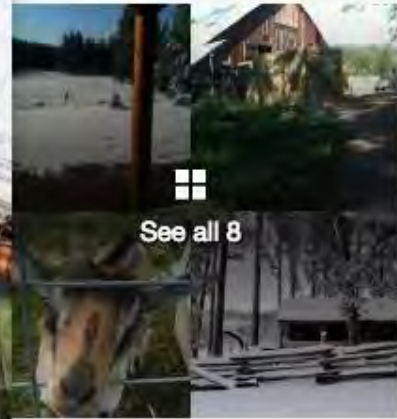
Google Map data ©2016 Google

658 Shale City Rd
Ashland, OR 97520 [Edit](#)

[Get Directions](#)

(541) 890-1998

[willowwittranch.com](#)



Ad Jacksonville's Magnolia Inn

★★★★★ 21 reviews

Open now

Leslie M. said "Love this place. We stayed here while moving from Washington to California and were arriving extremely late at night. I called to let them know and they were super accommodating. We were traveling with our..." [read more](#)

Today 9:00 am - 5:00 pm **Open now**

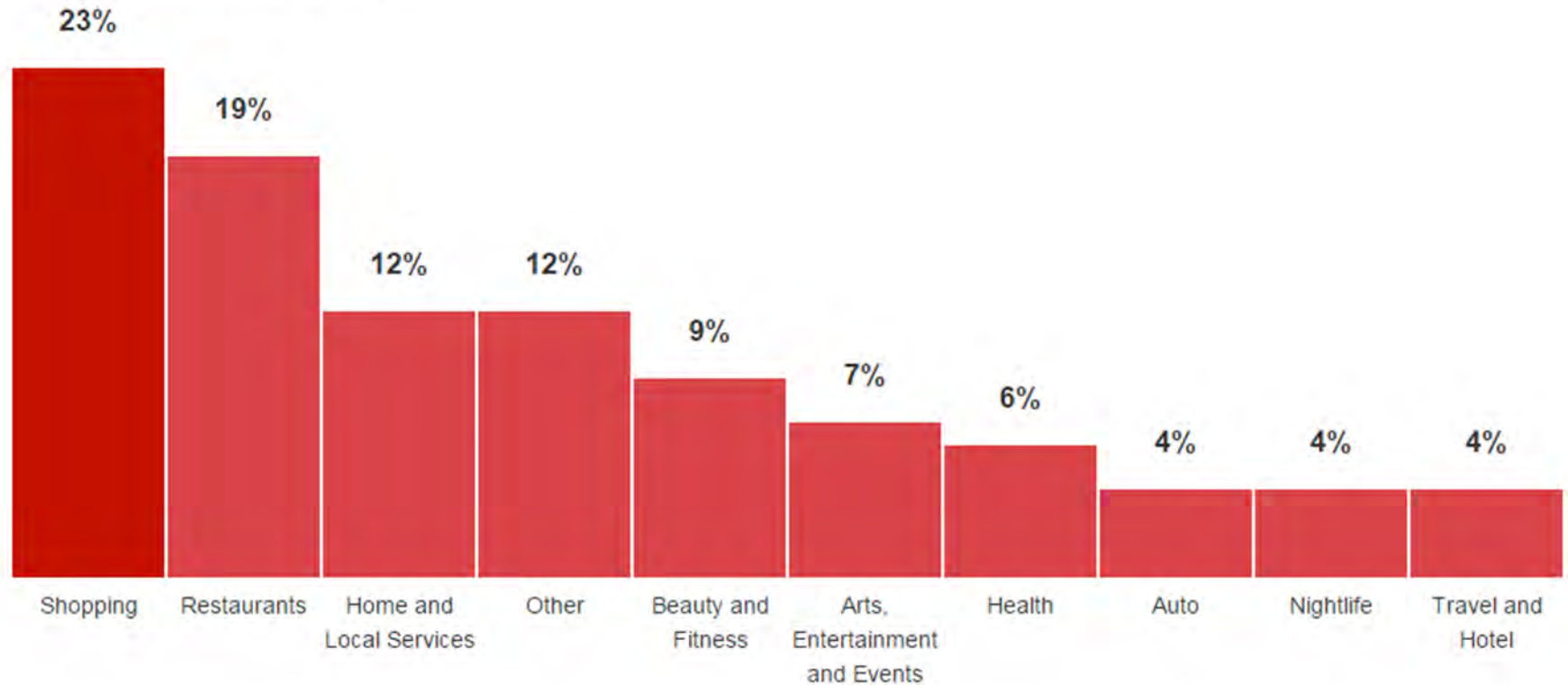
Hours

Mon 9:00 am - 5:00 pm **Open now**
Tue 9:00 am - 5:00 pm

What People Look for on Yelp

16

Reviewed Businesses by Category



The Good and the Bad of Yelp

YELP REVIEWS ARE TRUSTED REVIEWS

Consumers consider Yelp a trusted source for reviews and opinions.



72%
of consumers trust online reviews as much as personal recommendations.



90%
of Yelp users say positive reviews impact their company buying choices.

When deciding what businesses to go to, customers based their choices on:



How To Attract Good Reviews



Use a loyalty program to identify your top customers by the amount they spend. You want the **top 20%**.



Send periodic surveys to gauge customer satisfaction.



Provide links that make it easy for **happy, satisfied** customers to share their authentic, honest experience - on **their** favorite review sites.

Monitor reviews



Use Google Alerts to monitor for new reviews. Use your Yelp URL as the entry for 'Create an alert about...' In the options, choose to be notified of all web entries 'as-it-happens'.

Claim your pages



Claim your Yelp page if you haven't already done so.

Keep it private



Use private one-on-one messages for sensitive information. Use public responses for calm, helpful, and friendly responses which encourage new business and resolve a bad reviewer's issue.

Respond appropriately



Fraudulent reviews should only be given one public and polite comment and then ignored.



□ <https://www.tripadvisor.com/Owners>

Find and Claim Your TripAdvisor Listing

[Claim Your Business](#)

TripAdvisor Tools:

- Management Center
- build business page with photos & Info



Find: Hotels

Near: Ashland, Oregon

Search

United States > Oregon (OR) > Ashland > Ashland Specialty Lodging > Ranches in Ashland

Willow-Witt Ranch

8 Reviews | #3 of 11 Specialty Lodging in Ashland

658 Shale City Road, Ashland, OR 97520 | Hotel amenities

8 Reviews from our TripAdvisor Community

Read reviews that mention:

Search reviews

- All reviews
- fresh eggs
- farm tour
- goats
- pigs
- lanita
- grid
- wildflowers
- solar
- stove
- property

Traveler rating

- Excellent 7
- Very good 1
- Average 0
- Poor 0
- Terrible 0

Traveler type

- Families (6)
- Couples (1)
- Solo (0)
- Business (1)
- Friends (0)

Time of year

- Mar-May (1)
- Jun-Aug (5)
- Sep-Nov (1)
- Dec-Feb (1)

Language

- All languages
- English (8)

Show Prices



Management photos

Traveler photos (10)

View Map

Ranch

Overview

Rooms & Rates

Reviews (8)

Photos (10)

Location

Amenities

Q&A

Room Tips (1)

Save

8 Reviews from our TripAdvisor Community

Write a Review

Add Photo

How to improve rating

- Provide quality service
- Encourage people to review your business
- Use Review Express



The screenshot shows a TripAdvisor page for 'Schruete Farms' in Horseshoe, TN 37055. It features a photo of a house with a chimney, a 'How was Schruete Farms?' section with a thank-you message, and a 5-star rating system with a 'Click to begin your review' button.

Powered by tripadvisor

Schruete Farms
Main Street
Horseshoe, TN 37055


Edit Photo

How was Schruete Farms? [\[Edit\]](#)

Thank you for choosing Schruete Farms for your recent stay in Horseshoe.

We'd be grateful if you would review us on TripAdvisor. It's the world's largest travel site, helping millions of visitors every month plan the perfect trip.

Our guests often tell us how helpful it is to read past guests' reviews before booking their own visits. And we're always eager to hear what you liked and how we can improve.

Thanks again, and we hope you'll choose Schruete Farms the next time you're in Horseshoe.

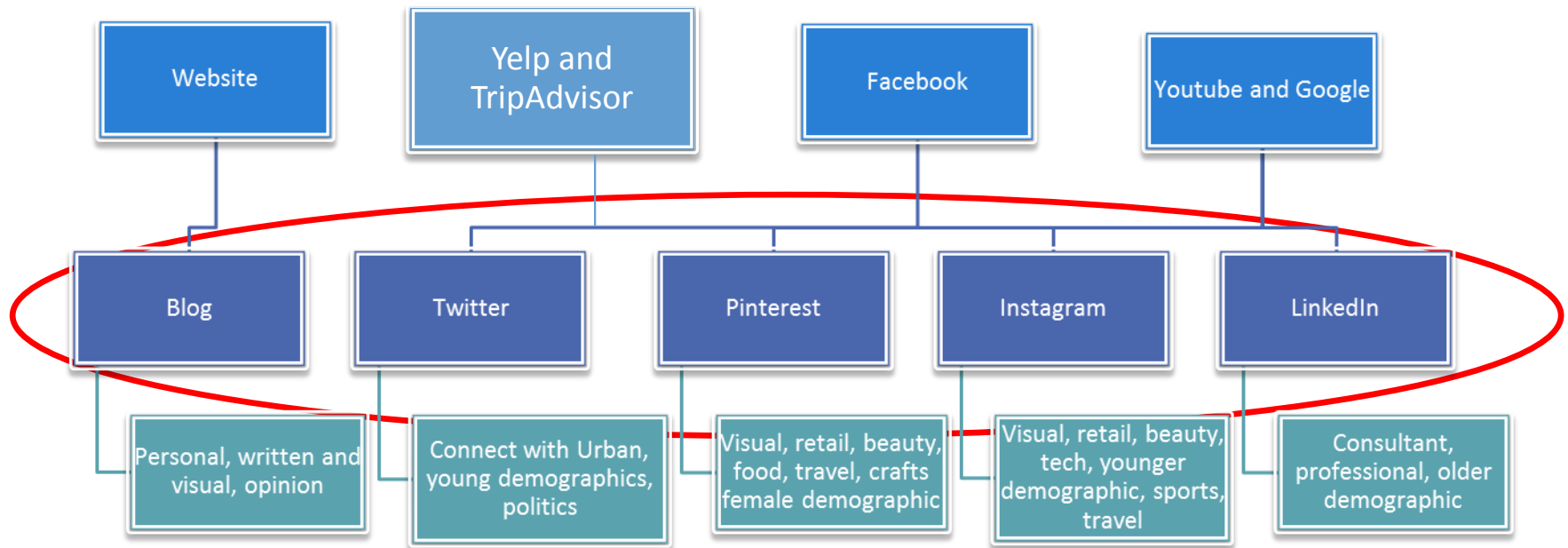
How would you rate us overall?

[Click to begin your review](#)

This Review Express email is part of a program of Schruete Farms. It does not contain any confidential information.

Secondary Strategies

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Twitter

22

- Why use Twitter?
 - ▣ Over 500 million users
 - ▣ Broad demographic
 - 18-29 urban user base
- Leverage twitter as part of your social media strategy
 - ▣ Integrate with content marketing
 - ▣ Use to build your brand
 - ▣ Integrate visual content w/ Twitter Cards
 - ▣ Measure engagement



Willow Witt Ranch

@WillowWittRanch

#SustainableFarming & #Farmstays on an historic ranch in the #SouthernOregon Cascades.

Ashland, OR

willowwitranch.com

Joined April 2010

TWEETS **1,064** FOLLOWING **1,008** FOLLOWERS **1,012** LIKES **56**



Follow

Tweets Tweets & replies Media



Willow Witt Ranch @WillowWittRanch · 5h

A little dusting of late snow.
[#WillowWittRanch](#) [#mountains](#)
[#SouthernOregon](#) [#SustainableFarm](#)

Who to follow · Refresh · View all



Christine Conway @CACBa... x

Follow



Danskil @Danskil x

Follow

Find friends



farmstayus [Follow](#) +...

Farm Stay U.S. Stay at a working farm, ranch, or vineyard... best vacations ever!
www.farmstayus.com

80 posts 211 followers 190 following

Instagram



Engaged community

Instagrammers are passionate about the platform and their love for amazing imagery. You'll reach people who are open to new perspectives.

A visual medium

Instagram's simple design allows captivating visuals to take center stage. Each image or video fills the screen with nothing to clutter the experience.

Beautiful environment

On Instagram your brand's story will be surrounded by other beautiful content in a creative and inspiring environment.

300M

Monthly Actives

70%+

People Outside U.S.

30B+

Photos Shared

2.5B

Likes Daily

70M

Photos Per Day

Social Media for Business



fischerl

Follow

40 likes

35w

fischerl Said goodbye to our little home on the ranch this morning. What a lovely trip with great people 💜 #willowwittranch #minneapolisbound

dnaboulsi Omgggg 😍

askline11 That looks wonderful!!

ringaman Are you kidding me, that's insane! Teach me your ways. How did you find this? 😍

andrea.madsen I love your adventures!!



Add a comment...



How to create Instagram Account

26

□ Download App on Cell Phone

Account Name

Choose an account name, ideally your business name, that's easily tied to your brand.

Profile photo

Simple is best! We recommend using your brand's logo or a graphic symbol. Keep in mind it will be cropped into a circle and appear as a 150 x 150 pixel image (that's pretty small) on most phones.

Text

Keep captions short and fresh. Incorporate a few hashtags (we recommend a max of three so they don't detract from the simplicity of the post). Ask questions to engage people.

Commenting & liking

Use hashtags, location and Photos of You to find others' images of your brand. Engage with them by liking and commenting on their images.



Tagging

Include the location of your photo or video when it helps tell the story of the image. Use the Add People feature to tag accounts in your image when they will help you reach a broader audience.

Image tools

Edit your images with filters and other tools available in the Instagram app. These effects give images that unmistakable "Instagram" look that people respond to.

Image subjects

Post photos and videos of beautiful and unexpected moments that also feel authentic and immediate. Whether your subject is a person or an object, capture it in a context that gives a sense of your brand's identity or point of view.

For more info: <https://business.instagram.com/gettingstarted/>

Pinterest



[Follow](#) ⚙

Willow-Witt Ranch

Ashland, OR www.willowwitranch.com

Sustainable Farming in the Southern Cascades for 31 years!

18
Boards

236
Pins

3
Likes

66
Followers

83
Following

Ranch Landscapes



12



[Follow](#)

Farm Stay Accommodations ...



24



[Follow](#)

Guests at the Ranch



6



[Follow](#)

In the News



7



[Follow](#)

Growers Markets



6

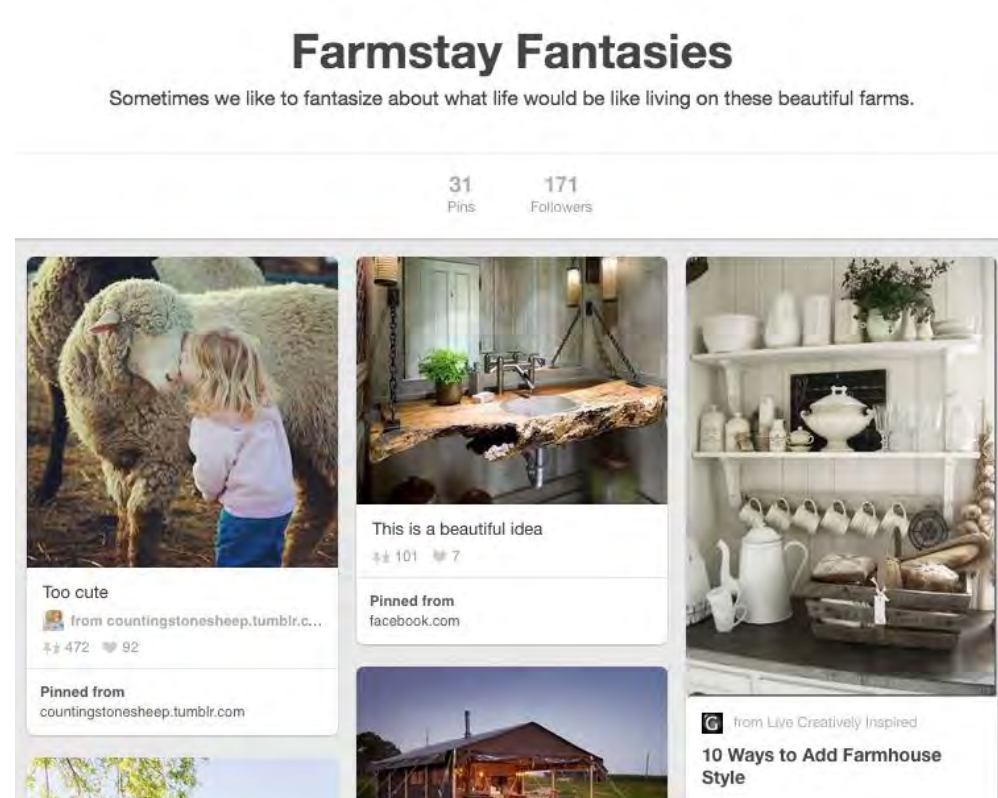


[Follow](#)

Pinterest Best Practices

28

- ❑ Visual Appealing board
- ❑ Organize Pins by Interest
- ❑ Use quality images
- ❑ Engage w/ customers
- ❑ Key words in description
- ❑ Brag on others !



Pinterest

Best time to post



PINTEREST
Saturday Mornings
OR, Fridays after 3pm

**PINTEREST IS NOW
THE THIRD MOST
POPULAR SOCIAL
NETWORK IN THE US
IN TERMS OF TRAFFIC.**



PINTEREST



55%
of Pinterest
users **have**
engaged with
retailers and
brands via
Pinterest



Compared to **48%**
of Facebook users

Social Media Tips

30

Leverage Other People's Content

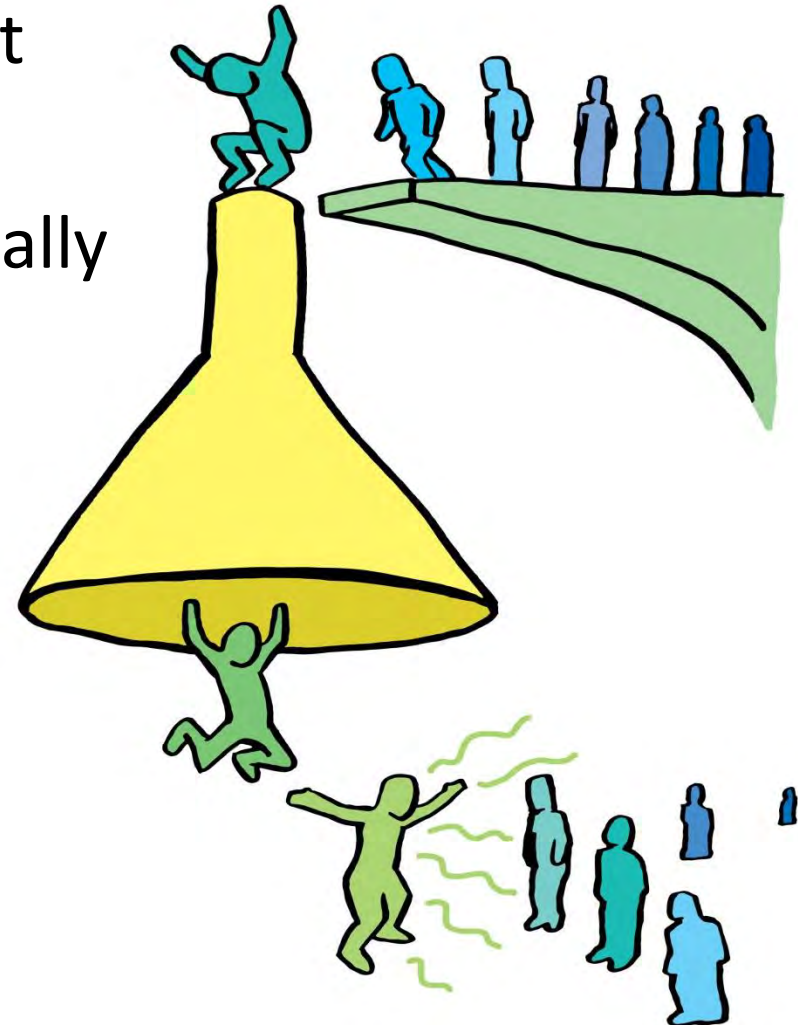
Create partner relationships

Expand your network exponentially

- Share posts, re-tweet, etc

Use Tools to Focus!

- Take Social media assessment
- ID Target Customer
- Create Strategy Calendar



Social Media Assessment

STEP	QUESTIONS TO ASK	YOUR ANSWERS
1. Set your social media goals/objectives	What do you want to achieve with social media? Do your social media objectives align with your overall company vision, mission and marketing strategy? Are your objectives S.M.A.R.T.: specific, measurable, attainable, relevant, and time-bound?	
2. Define customer demographic	What age and gender is your main demographic(s)? Where do they live geographically, rural vs urban? What are their professions?	
3. Audit your current social media status	What social profiles do you currently manage? Is control over the passwords centralized? Should any accounts be deleted? What is the mission statement of each of your social profiles?	
4. Create or improve your social media profiles	Are your profiles filled out properly and thoroughly? Are all of the accounts and profiles on brand? Would a new visitor follow me after seeing this profile?	
5. Develop your content strategy	What types of content do you want to post to each social network? Who is the target audience? How often will you post content and how will you promote it? Do you have an editorial calendar and a social media content calendar?	
6. Use analytics to track progress and adjust your strategy as needed	Have you established the metrics by which you'll measure social media success? Do you have an analytics or measurement tool prepared to track these metrics? How often will you analyze your results? Are you prepared to quickly change your strategy in response to these results?	

DEFINE YOUR TARGET MARKET

BUILD YOUR BRAND :: ENGAGE YOUR CUSTOMER :: EDUCATE STAKEHOLDERS :: BUILD, BOOK & SELL

CUSTOMER PROFILE	WALK IN THEIR SHOES	HOW CAN YOU REACH THEM?	PRIORITY
Local existing customers •	•	•	
Visitors	•	•	
New Customers	•	•	

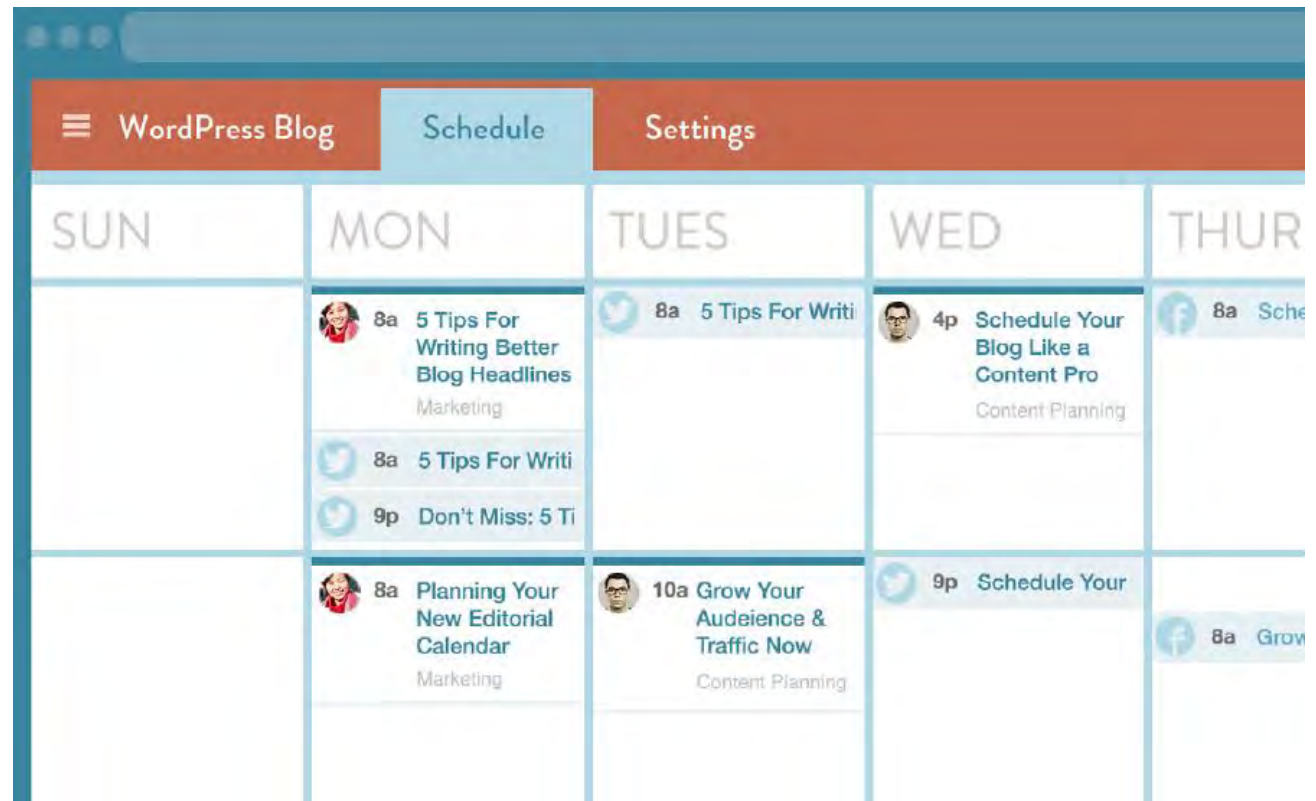
Action Plan

Priority Actions for the Next 8-10 weeks	Timing
1	
2	
3	
4	

Create a Strategy Calendar

33

- Create a strategy calendar
 - ▣ Be Consistent
 - ▣ What and Who is posting?
 - ▣ Holidays





Time

What's the best use of your time



Where is the best return on your money

Money

